

CHALLENGE

STOCK-OUTS ON STORE SHELVES

Store stock-outs are a major issue in retail operations because they can impede sales and damage customer satisfaction. If a store runs out of an item that a customer wants, it might mean lost sales opportunities, and the customer may get frustrated and go elsewhere. Moreover, if stores are frequently experiencing stock-outs, they'll have difficulty filling orders, which could result in unhappy customers and missed revenue, not to mention brand reputation damage for the out-of-stock item.

Having healthy stock on the shelves is one of the biggest factors in making sure customers have a satisfactory shopping experience. But many stores will only check once or twice a day to see what items need replenishment. This task is laborious and can take employees away from their main priorities. It's especially challenging with current staffing shortages.

SOLUTION

DRAGONFRUIT SHELFSCOUT

Our latest product offering called 'ShelfScout' helps reduce the amount of time you have an item out-of-stock on a shelf. Dragonfruit's partnership with Google leverages their new Shelf Inventory AI tool for Retailers and enables advanced computer vision to recognize thousands of different products on your store shelves. The platform can then notify you when you have a stock-out - either via text, email, or through integrations into systems like Theatro.

By using very small cameras on the store shelves, located on the tag stripe, ShelfScout can cover an 8' by 8' shelf and recognize when there is a stock-out. You can also use a megapixel phone or Google Glass to detect what needs to be replenished on the shelves.



BENEFITS

HIGHER ROI

Knowing when store shelves need replenishment and being able to quickly address a stock-out ensures a sale is made and revenue and profit targets are met. Based on the price of the items and potential lost revenue, an ROI of 10x can easily be achieved.

CUSTOMER SATISFACTION

Keeping track of stock-outs can help you to make sure customers have the best experience while shopping in your store. This reduces customer dissatisfaction and encourages customers to return for future purchases.

